

## CLAIMS

What is claimed is:

- 1           1.       A method of providing personalized access on an automated  
2 networked system comprising:  
3                   aggregating data gathered from networked sources, wherein said  
4 networked sources includes at least one user at a computer networked  
5 interface;  
6                   cleaning said aggregated data;  
7                   storing said cleaned data;  
8                   generating a data analysis from said stored data, wherein said  
9 data analysis is based on data gathered from the user; and  
10                  generating a reporting analysis, wherein the reporting analysis is  
11 based on data gathered from the user and the results from said data analysis.

- 1           2.       The method of claim 1, wherein said report analysis applies  
2 performance metrics according to the data gathered from user.

- 1           3.       The method of claim 1, wherein each reporting analysis is stored  
2 in consecutive order starting with the first reporting analysis conducted.

4. The method as set forth in claim 1, wherein said data analysis is updated subsequent to any additional reporting analysis conducted after the first reporting analysis is completed.

5. The method as set forth in claim 1, wherein the said reporting analysis focuses on particular industries and may be any of: marketing, support, finance, research and development, sales or executive.

6. The method as set forth in claim 5, wherein the said reporting analysis focuses on particular departments within the particular industries and may be any of: high-technology, electronics, automotive, financial services or entertainment.

7. The method as set forth in claim 1, wherein the data gathered from said user may include publication listings and/or the timeframe in which these publications have been published.

8. An automated networked system for providing personalized access comprising:  
a data aggregating device from networked sources, wherein said networked sources includes at least one user at a computer networked interface;

a data cleaning device to clean said aggregated data;

a data warehouse to store the cleaned data;

a data analysis module to generate a data analysis from said

stored data, wherein said data analysis is based on data gathered from the user;

and

a data search processing unit that generates a reporting analysis,

wherein the reporting analysis is based on data gathered from the user and the

results from said data analysis.

9. The system of claim 8, wherein said report analysis applies

performance metrics according to the data gathered from user.

10. The system of claim 8, wherein each reporting analysis is stored

in consecutive order starting with the first reporting analysis conducted.

11. The system as set forth in claim 8, wherein said data analysis is

updated subsequent to any additional reporting analysis conducted after the

first reporting analysis is completed.

12. The system as set forth in claim 8, wherein the said reporting

analysis focuses on particular industries and may be any of: marketing,

support, finance, research and development, sales or executive.

1           13.    The system as set forth in claim 12, wherein the said reporting  
2 analysis focuses on particular departments within the particular industries and  
3 may be any of: high-technology, electronics, automotive, financial services  
4 or entertainment.

1           14.    The system as set forth in claim 8, wherein the data gathered  
2 from said user may include publication listings and/or the timeframe in which  
3 these publications have been published.

1           15.    An apparatus including computer readable media, with  
2 executable instructions therein, which when executed by a processing device  
3 causes the processing device to:

4                   aggregate the data gathered from networked sources, wherein  
5 said networked sources includes at least one user at a computer networked  
6 interface;

7                   clean said aggregated data;

8                   store said cleaned data;

9                   generate a data analysis from said stored data, wherein said  
10 data analysis is based on data gathered from the user; and

11                  generate a reporting analysis, wherein the reporting analysis is  
12 based on data gathered from the user and the results from said data analysis.

1           16.     The apparatus of claim 15, wherein said report analysis applies  
2     performance metrics according to the data gathered from user.

1           17.     The apparatus of claim 15, wherein each reporting analysis is  
2     stored in consecutive order starting with the first reporting analysis conducted.

1           18.     The apparatus as set forth in claim 15, wherein said data analysis  
2     is updated subsequent to any additional reporting analysis conducted after the  
3     first reporting analysis is completed.

1           19.     The apparatus as set forth in claim 15, wherein the said reporting  
2     analysis focuses on particular industries and may be any of: marketing,  
3     support, finance, research and development, sales or executive.

1           20.     The method as set forth in claim 19, wherein the said reporting  
2     analysis focuses on particular departments within the particular industries and  
3     may be any of: high-technology, electronics, automotive, financial services or  
4     entertainment.

1           21.     The method as set forth in claim 15, wherein the data gathered  
2     from said user may include publication listings and/or the timeframe in which  
3     these publications have been published.

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